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NEIGHBORHOOD PROFILE:
Mission District
of San Francisco



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REFERENCE BOOK

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THE MISSION DISTRICT OF
SAN FRANCISCO

A COLLECTION OF BASIC DATA THAT CAN BE USED BY BUSINESS, INDIVIDUALS
AND COMMUNITY GROUPS TO IMPROVE THE ECONOMIC CONDITIONS IN THE MISSION
DISTRICT.

CO - AUTHORS

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THE PREPARATION OF THIS REPORT WAS ACCOMPLISHED THROUGH A CONTRACT
BETWEEN THE GREATER SAN FRANCISCO CHAMBER OF COMMERCE AND THE MAYOR'S
OFFICE OF ECONOMIC DEVELOPMENT.

JULY 1975

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I. INTRODUCTION:

This document is a collection of data specifically dealing with the Mission District of San Francisco. No attempt has been made to arrive at any conclusions, but to provide necessary data to those individuals or corporations interested in the Mission District of San Francisco. (Due to the three year period of disruption, during which BART was constructed along Mission Street and its disruptive effect on the entire neighborhood, it was felt that the development of any business trends in this report would not be realistic and definitely not accurate.)

Mission Street has for some time been considered second only to the central business district of San Francisco as a major retailing area of the City. Although there has been many changes in the industrial area located within the boundaries of the Mission, it is still the location of many blue collar jobs in San Francisco. It is generally felt that the potential for economic improvement is far greater than previously expected.



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<https://archive.org/details/missiondistricto1975hurs>

This report deals only with items that relate to retailing and industry. The subject of housing has been purposely avoided for the simple reason that the Mission Housing Development Corporation has recently released the results of a three year study that deals with this problem.

II. MISSION BOUNDARIES:

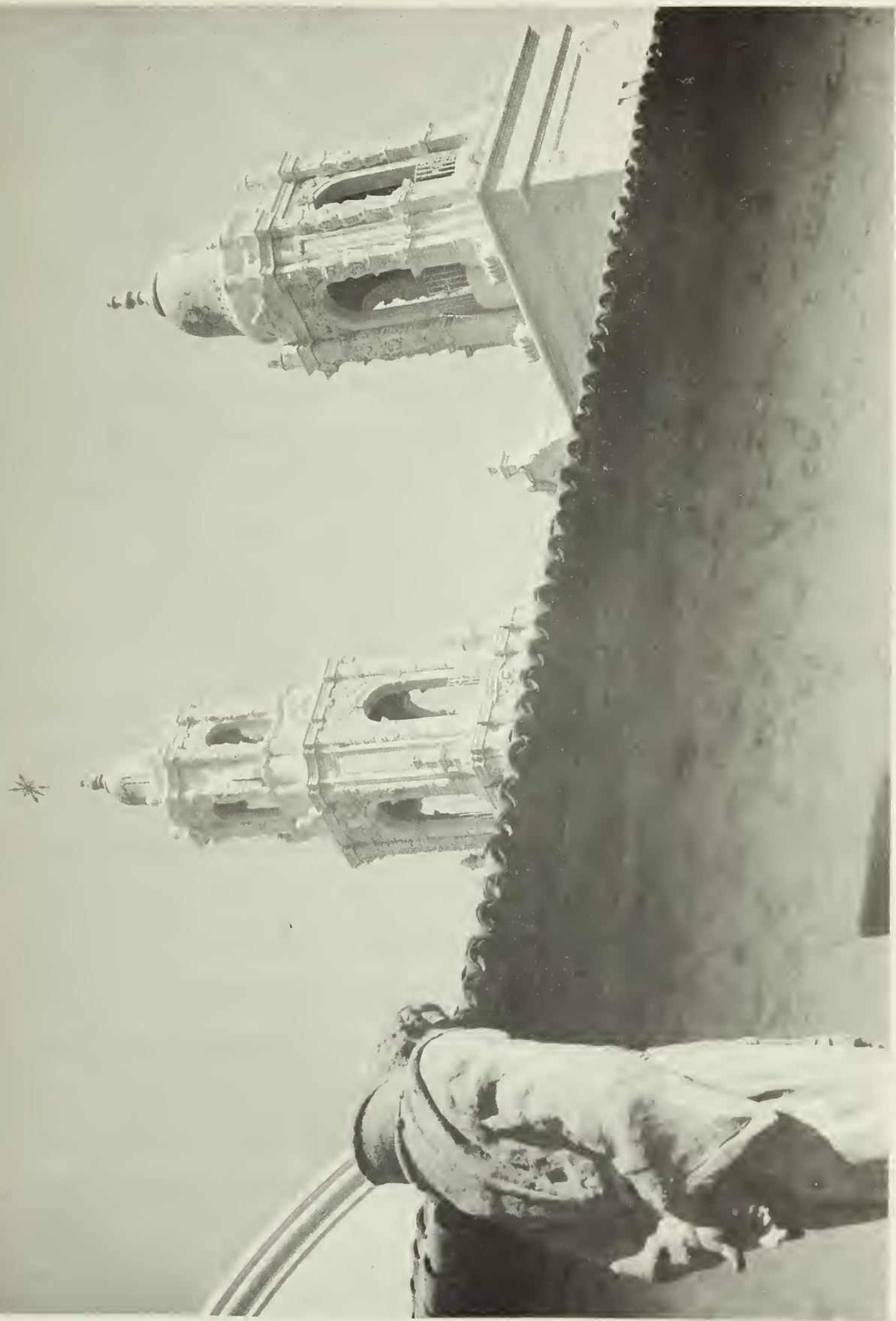
Boundaries of the Mission District have changed over the years due to historical, economic and political circumstances. Nonetheless, Mission Dolores, established on June 30, 1776, remained through the years as the center of what later was to become a fast-growing and rapidly changing Mission District. In 1782 construction began on the present Mission building located at Dolores and 16th Streets. It was then christened the Mission San Francisco de Assis.

In the first half of the nineteenth century, the Mission District remained somewhat isolated from the rest of the growing city, being predominantly an agricultural and

cattle raising area producing foodstuffs for San Francisco. Through the Consolidation Acts of 1850, 1851 and 1856, the Mission District was finally annexed to the City of San Francisco. The nature of the neighborhood changed little until the earthquake of 1906, when the Mission became the heart of the city for a few years while the downtown areas were being rebuilt.

Nowadays, the boundaries of the Mission District are differently defined by the several governmental agencies involved with the District. Although the main core area remains the same for those agencies, the outer limits have changed somewhat:

- The old City Planning Commission boundaries for the Mission were: South Van Ness, Army, Bayshore, Alemany, John McLaren Park, the County Line, San Jose, Bosworth, O'Shaughnessy, and Market Streets;
- The Mission Model Neighborhood Area under the Model Cities Program includes the area more easily recognized as the Mission District, bounded by: Market, Church, Army, Potrero and Eighth Streets;



- The U. S. Postal Service zip code area boundaries for the district are: Dolores, 17th, Crescent and James Lick;
- The E. O. C. boundaries are: Douglass, Castro, Market, Vermont, Kansas, South Freeway, San Jose, 30th, Noe and Army Streets.
- For this report, the boundaries are: The Central Freeway, Potrero, Army and Valencia Streets.

III. MISSION HISTORY:

The Mission District is one of the oldest and most diverse neighborhoods in San Francisco. Since the 17th century, the Mission has been one of the pivotal points of growth and development in San Francisco. From early missionary settlements to later farming operations, the Mission played a role as one of the most important trading posts for inland missions. With the discovery of gold and the subsequent growth of San Francisco's population, the Mission area became the natural area for city growth. By 1900 the population of the Mission was close to 36,000, today that population is 78,000. After the earthquake and fire in 1906,

relief camps were established in Dolores Park and other areas of the neighborhood. Mission Street became the commercial center of San Francisco, replacing for a few years the downtown area, which had been completely destroyed by fire. New stores, restaurants, construction, industrial plants and warehouses sprang up throughout the neighborhood.

In the decades that followed the San Francisco earthquake, the Mission continued its growth, becoming an industrial and commercial area of great activity. It also was a residential district populated by European immigrants. Since the 1920's a slow and continual flow of Mexican and Latin American immigrants arrived to settle in the district. This migration process has increased dramatically during the last three decades. Today, Spanish-speaking and surnamed people account for nearly 50% of the population of the district. Filipinos, Blacks and Samoans also constitute sizable ethnic groups with the Mission today.

With the end of the second World War and the development of freeways, new subdivisions and the flight to suburbia of middle-class and professional households, the economic and social stability of the neighborhood was threatened. During the sixties, this situation worsened as local industries and warehouses began a slow migration to the new industrial areas in the Peninsula and the East Bay. The number of blue collar jobs in the area declined considerably and the growth of the commercial districts came to a standstill.

Since the sixties, through federal subsidy programs such as Model Cities, EOC and Mass Transit, some of the conditions have improved. Empty commercial storefronts became active again. Warehouses were rehabilitated for different service, educational and commercial activities. Several economic development organizations such as Latino Local Development, Arriba Juntos, the Greater San Francisco Chamber of Commerce, the Association of Latin American Businessmen and the Mission Contractors Association began to provide technical assistance, developed a variety of funding and loan packaging strategies, and engaged in different projects to improve the neighborhood commercial and physical conditions.

Through the Mission Housing Development Corporation, funded by HUD, a considerable number of flats and family housing units were improved or renovated. New housing plans have been developed with the city's cooperation, and municipal services have been improved. More recently, in addition to the Greater San Francisco Chamber of Commerce, some private firms, including Crocker Bank, Bank of America, Levi Strauss, Foremost Dairy and Los Portales Medical Building have developed various programs in cooperation with local community organizations. They include special loan packaging programs, renovation of plants or facilities, grants to local artists for neighborhood beautification and cultural revitalization and special subsidized loan rates and home purchasing programs. The Small Business Administration has also provided a considerable amount of cash loans to local merchants for improvements and expansion.

With the creation of the Mayor's Office of Economic Development and the designation of San Francisco as a Title I Economic Development Area, a new supportive role has been developed within city government for these local and federal economic development efforts. Several economic

development programs of interest to Mission organizations were identified and included in the Overall Economic Development Program for San Francisco. Staff has been assigned in the Mayor's Office of Economic Development to assist in the planning and development of these projects. The role of OED has been to act primarily as a facilitator for the Mission community in identifying federal, state, local and private sources of funding and programs. OED has also contributed to the formation of an economic development strategy for the neighborhood.

IV. GENERAL DESCRIPTION OF THE INDUSTRIAL ZONE

The Mission Industrial Zone is concentrated in an area bounded by Potrero Street, the Central Freeway, Folsom Street and 20th Street, with some additional businesses located south on Harrison Street and Treat Street.

Although there has been a decrease in industrial activities in the past few years, there remains many healthy companies in this part of the Mission District. These companies are predominantly medium industry, including metal fabricators, contractors of all types, trucking, food processors, garment manufacturers, warehousing, building materials and industrial suppliers.

There is very little vacant land available at this time; however, there is a broad selection of available buildings that are suitable for practically any industrial use.

In the last few years, there has been some renovation with older buildings. A good example of this is the Far West Laboratory for Educational Research and Development located on Folsom Street. This is a brick building that has 300,000 square feet on six floors on which portions are available for lease as offices.

The concept of industrial condominiums would be adaptable to many of the larger structures currently available. A number of property owners are currently partitioning large warehouses in the area and leasing them in blocks of 10,000 square feet and up.



THE FOLLOWING IS A PARTIAL LISTING OF PROPERTIES THAT ARE AVAILABLE AT THE TIME THIS REPORT IS COMPLETED. THE PROPERTIES LISTED ARE PRIME EXAMPLES OF THE TYPE OF BUILDINGS AND OTHER FACILITIES THAT ARE LOCATED IN THE MISSION DISTRICT.

19th & Shotwell Streets
Vacant Lot
Peter Shields Realtor 982-4481

75 - 14th Street
7924 Sq. Ft. One Story Brick Building
Harrigan, Weidenmuller Company 434-3600

20th & Bryant Streets
Two - Story Brick Building
Ground Floor For Rent 4,800 Sq. Ft.
Loebenstein 431-3636

16th & Potrero Streets
Very large, previously White Front Department Store
Macerich Real Estate
230 Park Avenue
New York, N.Y., 10017 (212)-686-3800

3117 - 20th Street
Wood Frame Office and Warehouse 10,000 Sq. Ft.
Grubb and Ellis 433-1050

11th and Harrison Streets
Brick, Three - Story Building and Yard 25,000 Sq. Ft.
Grubb and Ellis 433-1050

Potrero and Army Streets
Large Vacant Lot
Grubb and Ellis 433-1050

16th and Mission Streets
Approx. 90,000 Sq. Ft. Land
Grubb and Ellis 433-1050

25 - 14th Street
Renovated Building with Office Space for Rent
Youth For Service 621-5555

17th and Mission Streets
4 Story Brick and Frame 120,000 Sq. Ft.
Grubb and Ellis 433-1050

2424 Mission Street
Frame Building 2 Stores and 8 Apartments
Grubb and Ellis 433-1050

111 Potrero
Office/Warehouse 60,820 Sq. Ft.
Raikes Realtors 397-3444

1201 - 1242 Potrero
Safeway Store 35,000 Sq. Ft.
Raikes Realtors

15th and Folsom Streets
Renovated Building with office space for rent.
Far West Laboratory 565-3000

1500 Bryant
Warehouse 124,000 Sq. Ft.
Raikes Realtors 397-3444

2101 - 87 Bryant
Factory 82,896 Sq. Ft.
Raikes Realtors 397-3444

400 Alabama
Warehouse, Offices 25,000 Sq. Ft.
Raikes Realtors 397-3444

2450 Harrison
Warehouse 37,750 Sq. Ft.
Raikes Realtors 397-3444

19th and Bryant Streets
Large Brick Building on Corner
For Lease 45,000 Sq. Ft.
Hanford - Freund & Company 981-5780

2868 Mission
Store 30,000 Sq. Ft.
Raikes Realtors 397-3444

3120 Mission
Previously Sears, Roebuck & Company 136,708 Sq. Feet
Raikes Realtors 397-3444

321 - 335 Valencia
Warehouse 48,000 Sq. Ft.
Raikes Realtors 397-3444

2545 16th
Warehouse 60,000 Sq. Ft.
Raikes Realtors 397-3444

2650 - 18th
Factory 51,000 Sq. Ft.
Raikes Realtors 397-3444



V. GENERAL DESCRIPTION OF THE RETAILING AREA

The Mission Street Business District is a strip type shopping center and is considered the largest center of consumer activity outside of the central business district of downtown San Francisco.

Sole proprietorship are the most common form of business ownership along Mission, and most businesses employ less than five people. The exception being chain stores, franchise operations and the larger furniture stores. The center of retail activities seems to be located between 20th and 24th Streets. The exception to this would be the two large furniture stores located in the vicinity of 17th Street which for many years has been the center of the furniture business in San Francisco.

Since the completion of BART construction, vacancy rates have been quite low. Office space in newer buildings range from 50¢ to 75¢ per square foot with the older and less desirable buildings providing space as low as 30¢ per square foot. Store front range is from 25¢ to 75¢

per square foot. It should be noted that in the last few years there has been a marked increase in property value along Mission and this trend is expected to continue.

During the last year, there has been a mark improvement in the physical appearance of many buildings along the Mission area. This is due to a renewed interest on the part of many merchants, many remodeled store fronts, a few new buildings and plans for a new office building and other new buildings.

It should be pointed out that there are many stores and other businesses on 24th Street and other side streets that add to the economic stability of the area. There is also considerable number of medical, dental and other professional offices that add greatly to the overall activity in the entire district.

NUMBER AND TYPE OF BUSINESSES ON MISSION STREET BY SIC CODE

<u>SIC CODE</u>	<u>BUSINESS TYPE</u>	<u>NUMBER</u>
52	Building Materials	0
53	General Merchandise	15
54	Food Stores	20
55	Automotive	7
56	Apparel and Accessory	29
57	Furniture	39
58	Eating and Drinking	62
59	Miscellaneous Retail	60

SELECTED SERVICES

Beauty and Barber Shops	18
Laundry and Cleaning	4
Travel	3
Insurance	2
Real Estate	12
Financial	15



VI. PUBLIC TRANSPORTATION WITHIN THE MISSION DISTRICT

Public transportation in San Francisco and throughout the Mission District is provided by the San Francisco Municipal Railway System. Other public transportation in and through the Mission is provided by the Bay Area Rapid Transit District, the Greyhound Lines West and privately owned Jitney Bus Service.

DESCRIPTION OF SERVICES

Muni operates four bus lines on Mission Streets. These lines run from the county line on the south, through the Mission District, to the Ferry Building to the downtown area. North-south service is provided on Guerrero, Valencia and South Van Ness. East-west service is provided on 16th Street, 24th Street and 27th Street. During the off peak hours Muni operates a shopper shuttle on Mission Street. The northeast industrial zone has excellent bus service on Bryant Street, Potrero Street (north-south) and 16th Street in an east-west direction.

BART OPERATIONS

When the BART system is fully operational, service will be provided on two minute head ways during the a.m. and p.m. peak hours, and six minute head ways at all other times. Two stops are provided on Mission Street, one at 16th Street and the other at 24th Street. Transfers at these stations will be possible to and from the Municipal Railway. It is estimated that 3,500 people are using the 16th Street station each day and 4,600 the 24th Street station.

MISSION STREET JITNEY SERVICE

The Jitney services operated on Mission Street only, run from the county line to the Ferry Building. The Jitney Association is a privately owned group that operates 117 12-passenger vans on head ways of approximately five minutes.

GREYHOUND LINES - WEST

Greyhound operates a fleet of commuter buses serving the peninsula area to the south of San Francisco. Although it does not provide local transit service to the Mission District, it does make limited stops at points where transfers to the Municipal system can be made.

CONCLUSIONS:

Public transportation in the Mission District is quite adequate, not only for the shoppers' use but for commuters who work in the area. The Mission has direct access from any place within the City as well as the entire Bay Area. The exception being Marin County; however, by using the Golden Gate Transit System and transferring to Muni it is possible to reach the Mission District from Marin County.

INDUSTRIAL TRANSPORTATION:

San Francisco is the hub of an extraordinary network of land, sea and air transportation of facilities that can meet most industrial needs.

San Francisco's deep water facilities are being continuously expanded and available services include lash, containerization, barge, bulk and general cargo. Twenty minutes south of San Francisco is San Francisco International Airport which handles large volumes of air cargo as well as meeting all passenger needs, both national and international, and is served by all major air carriers. Rail services are provided by Southern Pacific, Western Pacific, Union Pacific and Santa Fe Railroads. Southern Pacific maintains yards in the City limits of San Francisco. There is a network of spur tracks located in the Mission District to provide car load deliveries at certain locations. Trucking facilities are quite numerous and service is provided by three hundred fifty-five carriers located in San Francisco proper. Overnight delivery is available to Portland, Los Angeles and Reno.

AUTOMOBILE TRAFFIC PATTERNS

Automobile access from any place in San Francisco to the Mission District is quite adequate. Within the district, streets run more or less in a north-south and east-west direction. This combined with good traffic signalling provides for what would be called smooth flowing automobile traffic patterns.

16th Street provides the major east-west thoroughfare through the district and runs from 3rd Street on the east to the base of Twin Peaks at Market Street on the west. Access from the high density residential area to the west of Mission Street is on the other east-west streets from 16th on the north to 26th on the south. After 16th Street, 18th and 24th Streets are the most heavily travelled.

In the north-south direction, Guerrero, Mission, South Van Ness, Folsom and Potrero are the major streets and carry the bulk of auto traffic moving through the district. They also provide a link with the South of Market, the proposed Yerba Buena Center, the downtown and financial districts. These streets also carry a large amount of commuter traffic during the a.m. and p.m. peak hours.

The Mission District can be reached directly from the James Lick Freeway as well as the central skyway. Access from those areas south of the City is by the Bayshore Freeway which in turn connects with the James Lick.

PARKING FACILITIES:

Parking within the Mission is generally acceptable. On-street parking is available on zones that include all Bay Areas located approximately one block away from Mission Street. Other areas have time limits of one and two hours. Mission Street proper and those areas of concentrated retailing activities have one hour parking limits. Total number of available on street parking space is unknown at this time.

Most of the larger financial institutions maintain off-street parking facilities for their customers as well as a number of the major retailers.

In addition the City operates three off-street parking lots that are equipped with parking meters with up to eight hours in duration. These lots have a total capacity of three hundred thirty-one parking stalls and are located close to the concentrated shopping areas of Mission Street. There is one commercially operated lot with ninety-five parking stalls located on Mission Street between 19th and 20th. Validations for this lot are available from many of the merchants in the area.

In the industrial area, on-street parking facilities are generally adequate. In addition, some of the major industrial sites provide off-street parking for their employees. Any additional increase in shopping activities along Mission Street would be just an indication for an increase in off-street parking. This could be provided by

the City's parking authority under the neighborhood parking program.

Off-street parking lot capacity is as follows:

Bartlett and 21st Street	-	240 stalls
Capp and 24th Street	-	19 stalls
Hoff and 16th Street	-	72 stalls
Mission and 20th Street	-	95 stalls

Rates are from 10¢ an hour at meters to 35¢ an hour at the commercially operated lot.

POPULATION:

Total population of the Mission District has remained fairly constant from the 1960 census (51,144) to the 1970 census (51,374). However, the significant change has been the ethnic make-up of the district. The 1970 census indicated that the Anglo population had dropped to approximately 32% about the same time the Spanish surname population had increased to 48%.

PERSONAL INCOME:

According to the 1970's census, the overall average income from wages and salaries in the Mission District range between \$8,000 and \$9,000. This compares with \$12,500 for the City of San Francisco, and \$13,429 for the San Francisco-Oakland SMSA.

AGE DISTRIBUTION:

According to the 1970's census 27% of the population in the Mission is under 18 years of age and 73% over 18 years of age.



LABOR MARKET

There is a large supply of unskilled, semi-skilled and skilled workers in the Mission. Many Latins come to the Mission from other countries with good educations and varied work experiences that qualify them to work in this country. There is a well established manpower mechanism in the Mission that is capable of providing transition, training and job placements.

MONTHLY WAGES

Based on a 40 hour work week

Carpenter*	\$1614-1947
Painter*	1538-1857
Electrician*	1444-1747
Plumber*	1614-1947
Stationary Engineer	1094-1316
Machinist	1401-1690
Truck Driver	1083-1303
Automotive Mechanic	1172-1414
Janitor	824- 985
Assistant Storekeeper	746- 894
General Laborer	974-1172
Building Grounds Maintenance Supt.	1244-1503
Jr. Intermediate Clerk	535- 637
Jr./Sr. Stenographer	611- 729
Sr. Clerk Stenographer	713- 855
Legal Stenographer	713- 855
Account Clerk	696- 835
Offset Machine Operator	855-1024
Key Punch Operator	637- 763
Telephone Operator	637- 763
Accountant	844-1011
Sr. Accountant	1011-1218
Principal Accountant	1218-1466
Head Accountant	1466-1770
Purchaser	1151-1388
Civil Draftsman	935-1124
Jr. Engineer	1033-1244
Asst. Engineer	1188-1431
Associate Engineer	1401-1690
Public Health Chemist	1024-1233
Water Quality Chemist	1074-1292
Licensed Vocational Nurse	713- 855
Registered Nurse	935-1124
Clinical Lab Technologist	944-1133
X-Ray Technician	835-1001
Physical Therapist	914-1098
Systems Procedure Analyst EDP	1059-1275
Programmer Analyst Trainee	883-1059
Sr. Program Analyst	1109-1335
EDP Equipment Operator	763- 914

*Based on a 36 hour work week and union negotiated contracts.

SOURCE: "Wage and Salary Survey"

Bay Area Salary Survey Committee, January 27, 1975

SOURCES OF ECONOMIC ASSISTANCE

<u>NAME:</u>	<u>ADDRESS:</u>	<u>PHONE NO.</u>
Mayor's Office of Economic Development	1390 Market Street	558-5626
Department of City Planning	100 Larkin Street	558-3056
Office of Community Development	1390 Market Street	558-4566
Redevelopment Agency	939 Ellis Street	771-8800
Greater San Francisco Chamber of Commerce	465 California Street	392-4511
U. S. Department of Commerce	450 Golden Gate Avenue	556-5860
Economic Development Administration	77 Jack London Square Oakland	273-7081
Small Business Administration	450 Golden Gate Avenue	556-4824
Office of Minority Business Enterprises	450 Golden Gate Avenue	
Association of Latin American Businessmen	2960 16th Street	479-2082

MANPOWER ORGANIZATIONS OPERATING WITHIN THE MISSION DISTRICT

<u>Organization</u>	<u>Address</u>	<u>Contact Person</u>
Employment Development Department	2948 - 16th St.	Art Padilla
OBECA/Arriba Juntos	2940 - 16th St.	Leandro Soto
Mission Hiring Hall	2922 Mission St.	Ms. Juanita del Carlo
Mission Language and Vocational School	2929 - 19th St.	Ms. Rosario Anaya
Mission Rebels	674 So. Van Ness	Kenny Marcellous
Horizons Unlimited	3001 - 22nd St.	Steve Arcelona
Youth for Service	25 - 14th St.	Leonard Gordon
SER	2183 Mission St.	Jose Velez, Acting Director
JALA	Not settled yet - temporarily at Human Rights Commission	Ms. Olga Moreno President, IMAGE
CYO (Archdiocese of S.F.)	1292 Potrero Ave.	Chuck Ayala

SAN FRANCISCO PROFILE

IX. GENERAL:

San Francisco was incorporated April 15, 1850. It has a consolidated City-County Government with Mayor-Council structure. San Francisco is the West's financial capital and the administrative center for many of the nation's leading corporations. The city is also the West Coast's operation's headquarters for a majority of the Federal agencies. Its economy is diverse and balanced. Service industries, government - federal state/city, etc., finance, insurance and real estate, play an important role in the city's economy.

CLIMATE:

<u>Period</u>	<u>Average Temperature</u>			<u>Rain</u> <u>(Inches)</u>	<u>1 AM</u>	<u>Humidity</u>	
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>			<u>1 PM</u>	<u>7 PM</u>
January	45.7	50.9	56.0	4.51	79	66	67
April	49.3	55.3	61.2	1.63	82	59	71
July	53.2	58.5	63.8	.01	92	72	81
October	54.6	61.4	68.2	1.06	79	60	66
Year	50.9	56.7	62.4	20.66	85	65	72

OTHER REMARKS

Elevation: 52 feet
Prevailing winds/mean hourly speed: w/8.7

Source: National Weather Service

WATER SUPPLY

Name of Supplier: San Francisco Water Department, City and County of San Francisco, 425 Mason Street, San Francisco, CA. 94102

Water is delivered to reservoirs from 3 watershed areas:
San Mateo County, Santa Clara County, Alameda County, Yosemite Park.

Average Consumption: 1973 - 1974: 98.7 millions of gallons daily.

Charges for water based on the following plus service charge:

32.402 cents per 100 cu. ft. for first 3,3000 cu. ft.
28.622 cents per 100 cu. ft. for next 30,3000 cu. ft.
22.952 cents per 100 cu. ft. for next 300,000 cu. ft.
17.281 cents per 100 cu. ft. for next 7,66,700 cu. ft.

Water Connection Charges:

5/8 to 1 inch service	\$380
1 1/2 inch service	490
2 inch service	560
over 2 inch service	Actual cost.

SEWER SERVICE

Name of Supplier: San Francisco Department of Public Works, Division of Sanitary Engineering, City and County of San Francisco, 770 Golden Gate Ave., San Francisco, CA. 94102. Telephone (415) 558-2131.

Capacity of sewer plant: 340 million gal/day

Peak flow: Max. rate dry weather 192 million gal/day.

Max. rate wet weather 288 million gal/day.

Sewer service charge: meter and use charge is 85¢/month per dwelling unit, \$1.70 every two months. Base meter charge according to size of meter plus 40% of water charge. Those accounts used solely for irrigation purposes can be totally exempted from all sewer service charges. All users who consume 200 cubic feet or less of water per month are exempt from sewer service charges. Industrial waste charge: Based on concentration of grease, suspended matter and chemical oxygen demand.

NATURAL GAS AND ELECTRIC POWER

Name of Supplier: Pacific Gas and Electric Company

For rates applicable to the City and County of San Francisco, contact PG&E Customer Services Department located at 245 Market Street, San Francisco, CA. 94105. Telephone: 981-3232

TELEPHONE

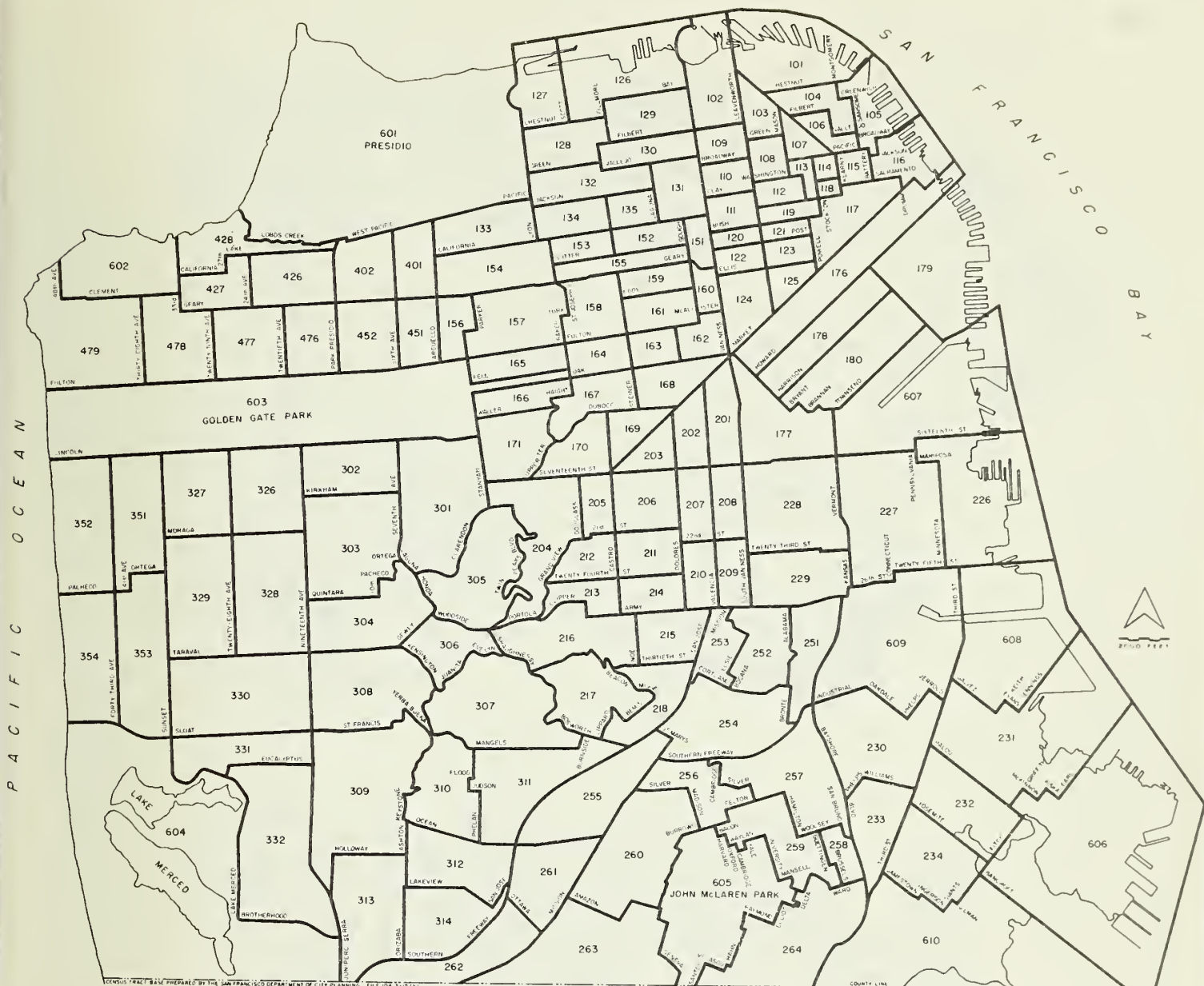
Name of Supplier: Pacific Telephone and Telegraph

For rates and types of service applicable to the City and County of San Francisco, contact the Main Offices located at 140 New Montgomery Street, San Francisco, CA. 94105. Telephone: 542-9000.

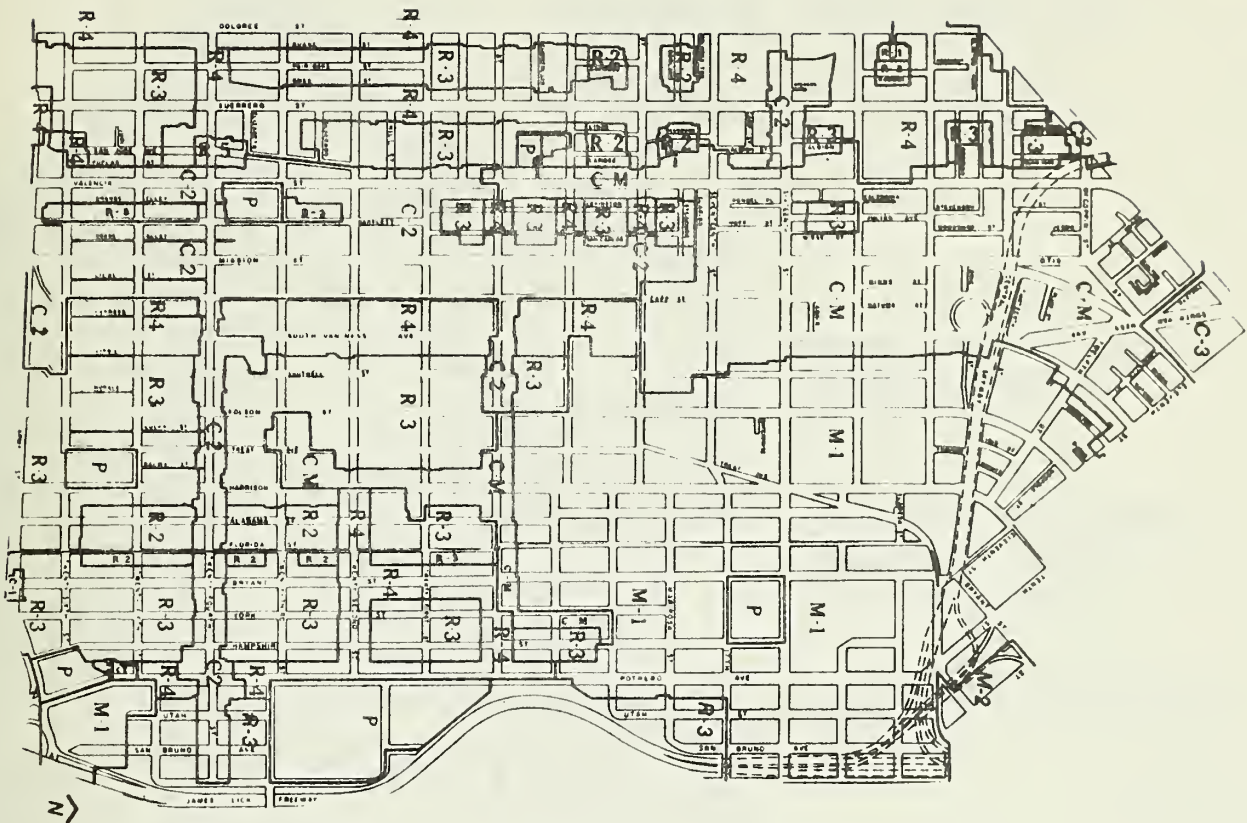
TAX RATES (Fiscal Year 1972/1973)

- A. Property Tax: \$12.75 per \$100 assessed value (assessed value is 25% of full cash value as determined by assessor.)
- B. Personal Property & Inventory Tax: (unsecured property) \$12.75 per \$100. The basis is last year's property tax rate. California has a provision which reduces the assessed value of inventories by 45% (Section 219, Revenue and Tax Code).
- *C. 1% Flat Rate Payroll Tax: Levied against all firms. Firms can allocate employee time based upon work performed in San Francisco versus work performed outside the city.
- *D. Business License Gross Receipts Tax: 80¢ per \$1,000 for wholesalers and manufacturers; \$1.00 for retailers per \$1,000; \$2.00 per \$1,000 for professionals and others.

*The firm pays only the higher one of these two taxes.



1970 CENSUS TRACTS



INNER MISSION ZONING

HOUSING ZONES*

LOW DENSITY

R-1: single family

HIGH DENSITY

(apartment building)

MODERATE DENSITY

R-2: 1 unit* per 1500 sq. ft.

R-4: 1 unit/200
R-5: 1 unit/125

R-3: 1 unit/800

R-3: 1 unit/800

COMMERCIAL ZONES

C-1: Community Service Business

C-2: Retail-Commercial

C-M: Commercial-Manufacturing

MANUFACTURING ZONES

M-1: Light Manufacturing

M-2: Heavy Manufacturing

PUBLIC ZONE

P: Public (parks, schools...)

* an apartment, regardless of type or size, or a single family house

R-1: 15 housing units/acre

R-2: 29/acre

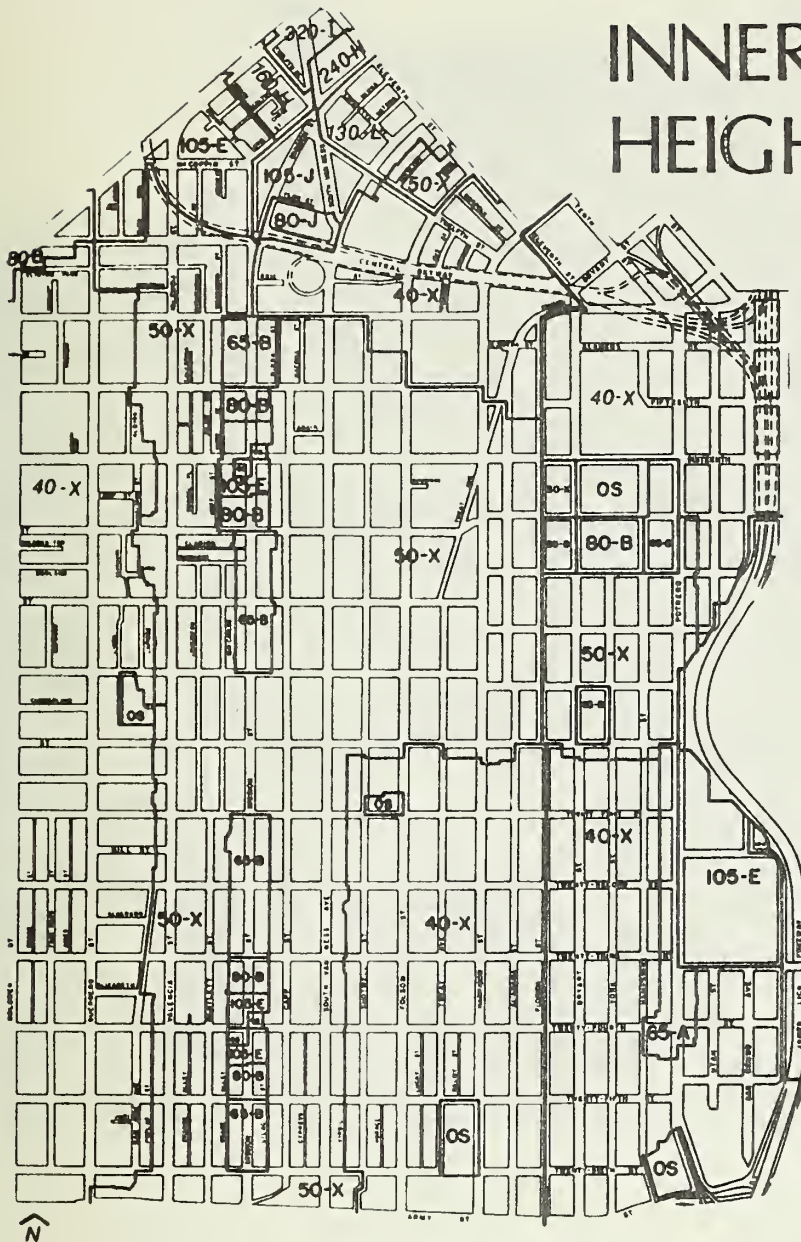
R-3: 55/acre

R-4: 217/acre

R-5: 348/acre

Stanford Community Development Study June, 1973

INNER MISSION HEIGHT LIMITS



Numbers refer to maximum height limits for new construction

Letters refer to maximum bulk, or lot coverage, for new construction

1 story or floor approximately 10 feet

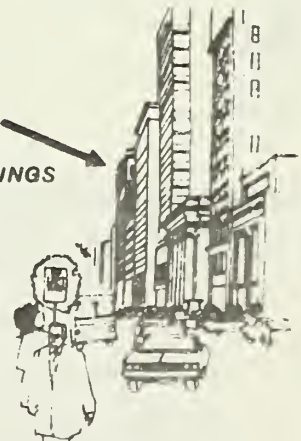
EXAMPLES

40 feet



MOST INNER MISSION HOUSING IS LESS THAN 40 FEET, OR 4 STORIES, HIGH

105 feet



THE BAYVIEW FEDERAL SAVINGS BUILDING AT 22ND ST. & MISSION IS ABOUT 105 FEET, OR 10 STORIES, HIGH

Stanford Community Development Study, June, 1973



3 FEET 3.34

LAND USE SECTION OF THE MASTER PLAN OF SAN FRANCISCO

CITY-WIDE LAND USE PLAN

- | | |
|--------------------------|-----------------------|
| LOW DENSITY RESIDENCE | MAJOR SHOPPING |
| MEDIUM DENSITY RESIDENCE | BUSINESS AND SERVICES |
| HIGH DENSITY RESIDENCE | DOWNTOWN |
| OPEN AREA | LIGHT INDUSTRY |
| INSTITUTION | GENERAL INDUSTRY |
| | COMMUNITY BOUNDARY |

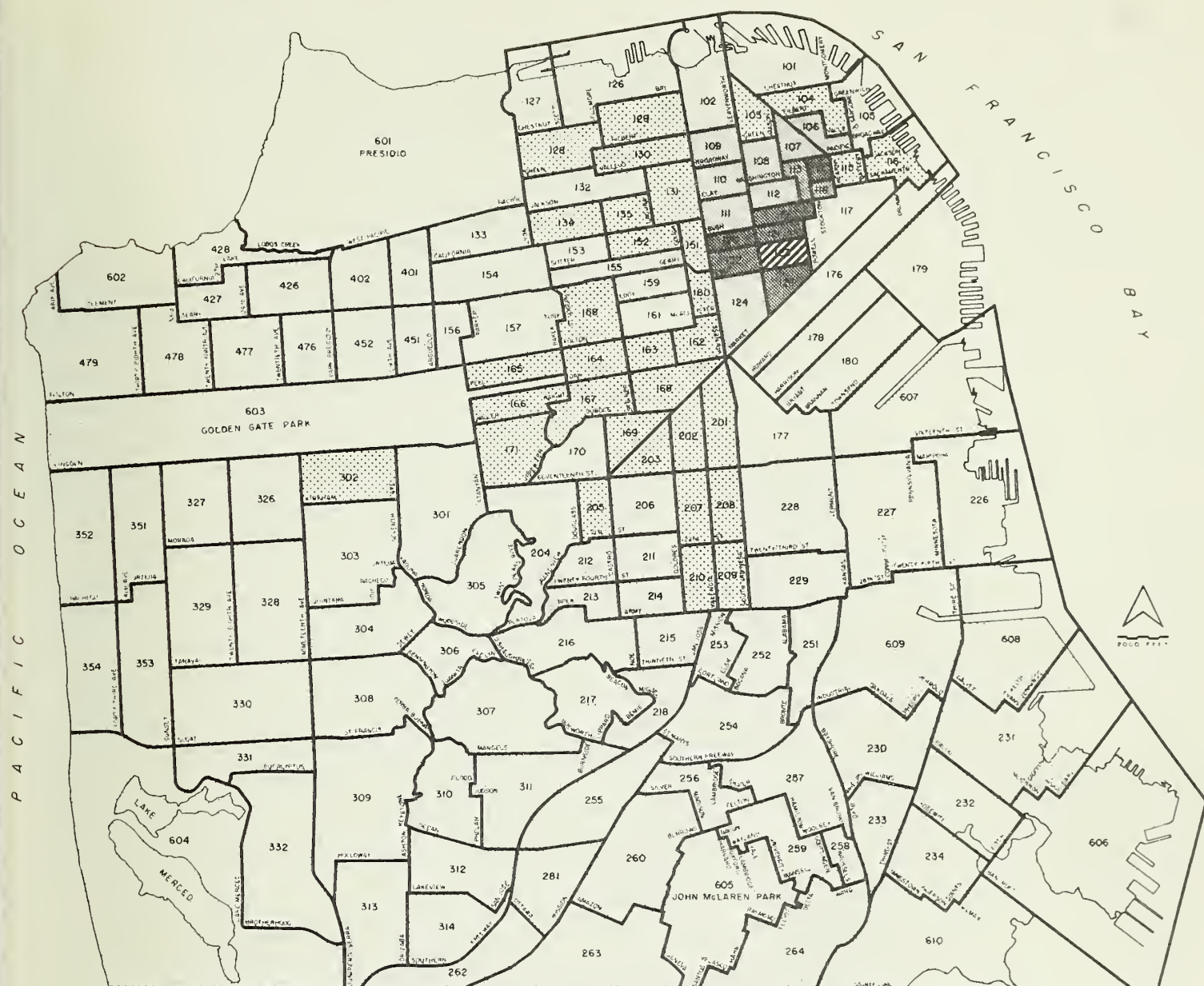
THIS PLAN WAS ADOPTED BY RESOLUTION NUMBER 4120 ON JANUARY 29, 1953, AND AMENDED BY RESOLUTION NUMBER 4863 OF THE CITY PLANNING COMMISSION AT A MEETING HELD ON APRIL 10, 1958.

RECOMMENDED
James D. Gandy
ACTING DIRECTOR OF PLANNING

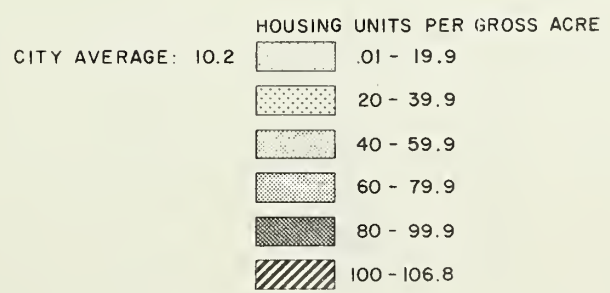
APPROVED
Philip H. Thompson
PRESIDENT
William H. Hall
VICE PRESIDENT
James D. Gandy
SECRETARY

LAND USE

PLATE



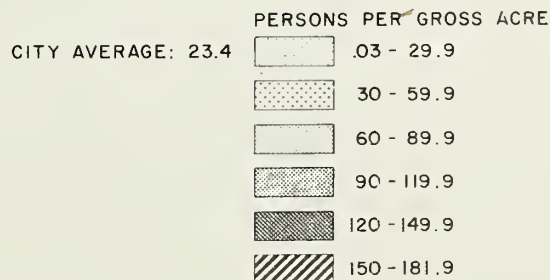
1970 CENSUS TRACTS HOUSING DENSITY



Source U.S. Census of Population by Tract, 1970



1970 CENSUS TRACTS RESIDENT POPULATION DENSITY



TAXABLE SALES IN SAN FRANCISCO, CITY AND COUNTY

Source: California State Board of Equalization, 1973, 1974.

Type of Business	Taxable Sales			
	1972		1973	
RETAIL STORES	Permits	000's of Dollars	Permits	000's of Dollars
Apparel	653	\$170,134	656	\$171,592
Gen. Merchandising	229	227,825	224	231,085
Drug	210	32,522	199	34,502
Food	1,152	111,862	1,131	113,725
Packaged Liquor	236	53,243	229	52,630
Eating & Drinking	2,472	279,200	2,517	300,961
Home Furnishings	470	73,763	489	79,291
Building Materials	197	43,594	192	50,052
Auto Dealers	194	162,202	187	165,247
Service Stations	443	49,361	411	92,001
Other Retail	1,971	324,596	2,033	356,877
RETAIL STORE TOTAL	8,226	1,528,302	8,268	1,647,963
ALL OTHER OUTLETS	11,951	883,833	11,960	999,563
TOTAL ALL OUTLETS	20,177	2,412,135	20,228	2,647,526

